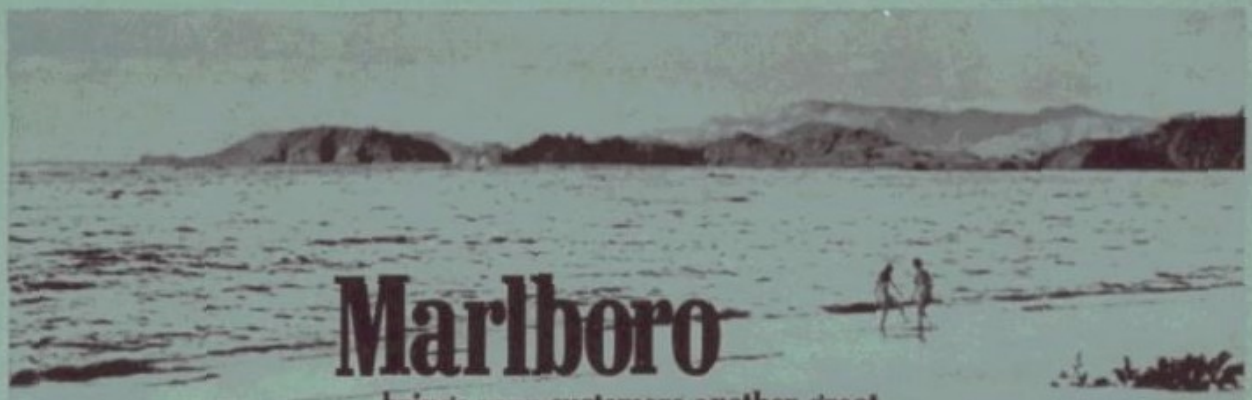
LEO BURNETT COMPANY, *Inc.*
Ad No. S-1871—Marlboro Beach Offer—Reg. No. 64172—B/W Bleed—4⅝ x 11—Tobacco Trade—72(3)
Printed in U.S.A.



Marlboro

brings your customers another great "Marlboro Country" offer

Marlboro

With two end labels from Marlboro packs, your customers can get this giant Marlboro beach towel for just $2. Or the 6-transistor Marlboro radio for only $6. Or both, for $7.

There'll be heavy media support, special floor displays, counter units.

Check your Marlboro stock today to be sure you won't be caught short. Your regular standing order probably isn't big enough to handle *America's fastest-growing cigarette*, let alone the extra demand this offer will create.

Another sales-building program from

Philip Morris USA

Source: https://www.industrydocuments.ucsf.edu/docs/lnhx0001